

METHOD FOR ADVERTISERS TO SPONSOR BROADCASTS WITHOUT COMMERCIALS

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5 ABSTRACT

10 A system and method that allows content to be broadcast without commercial
interruption, yet lets the company or companies that sponsor the broadcast to offer
advertisements and discounts and various special offers to the viewers at a later
15 time. The amount of time a viewer spends watching a particular broadcast is
recorded along with information about the sponsoring companies or organizations for
the broadcast. The viewer later accesses a central database, which sends back to
the viewer advertisements, coupons, discounts, contests, and other enticements to
purchase products, based on the amount of time the viewer spent watching broadcasts
or segments of broadcasts that were sponsored by the advertiser.